



Winning

At Home

› Cleveland Indians

Report to the Community

CLEVELAND INDIANS

Winning

At Home

Helping others, responding
to the needs of our community, and
making a difference in the lives of all
Greater Clevelanders.



Our Philosophy

"Every member of this organization

COMMITMENT. TEAMWORK. Talent. Responsibility.

These qualities have played an important role in the success of the Cleveland Indians in recent years.

As an organization, we strive to win every day.

On the field, our goal is to build

upon our winning tradition by

bringing home a World Series

championship for the city of

Cleveland. Our goals off the field are just as

meaningful. We strive to have a positive impact

on young people, to improve the quality of life

and assist those less fortunate, and to share our

love for the game of baseball with our fans.

Greater Cleveland's tradition of compassion and generosity makes this community a truly special place to live, and the Cleveland Indians are privileged to take an active part in that tradition. Every member of our organization

takes responsibility for contributing to the betterment of our community in some way – through the many programs, partnerships and initiatives we undertake each year. We do so not only because we can have a positive impact on the lives of Greater Clevelanders, but because we can support our city and the fans who continue to provide us with inspiration and encouragement throughout the baseball season.

We take great pride in our efforts to date, and we will continue to build partnerships and share our unique resources with civic and

takes responsibility
for contributing to the
betterment of our community."

nonprofit organizations that help make Cleveland a better place. We are pleased to share our story of winning at home in this report.

Richard E. Jacobs

Chairman, President and CEO

Creating

RESPONSIBILITY

BASEBALL IS ALIVE AND WELL in Cleveland – not just at Jacobs Field, but at schools, camps, recreation centers and neighborhood playgrounds throughout the city. The Indians have helped to restore and expand that interest in baseball by creating opportunities for area youths to become involved in the game. Through a variety of baseball programs, clinics and competitions, the Cleveland Indians have given more than 7,000 young people the opportunity to play baseball in each of the last two seasons.

The Indians recognize that today's young baseball players are the business and community leaders of tomorrow. These initiatives use the game of baseball to help young people develop skills that will help them succeed – not only in sports, but also in life.

Hundreds of teen-age boys and girls from Cleveland's inner city participate in the Larry Doby RBI (Reviving Baseball in Inner Cities) Program each year. Now in its eighth year, the program promotes individual achievement and social responsibility as a requirement for participation and holds seminars that stress self-esteem, sportsmanship and positive life skills.

Opportunities

The Cleveland Indians Rookie League Youth Baseball Program also helps youngsters learn the game of baseball. Teams of boys and girls, aged 7 to 12, practice and play at recreation centers throughout the city, and outstanding individual performances are rewarded with a trip to the Rookie League All-Star Game, which is played at Jacobs Field in August. More than 2,000 youngsters have participated in the Rookie League program each year.

Highlights

- *Almost 15,000 boys and girls have participated in Indians baseball programs in the past two years.*
- *Girls' softball clinics were introduced in 1998.*
- *Jacobs Field is home to the Cleveland Public Schools high school baseball championship game and the Rookie League All-Star Game.*

H a v i n g

WHILE OFFERING TO SIGN a young fan's baseball card after a game at Jacobs Field is important, giving that same young fan personal encouragement to stay in school can have a lasting impact. One of the Indians' primary goals as an organization is to have a positive impact on the lives of young people. Individually and collectively, the Indians strive to do so.

In addition to its youth recreation initiatives, the organization focuses its collective efforts on reaching out to young people by stressing the importance of education. Through the High Achievers Program, the Indians recognized a total of 36,000 Cuyahoga County students in grades 4 through 10 for their academic excellence by distributing tickets to Indians home games in the past two years. Since its inception in 1989, this program has awarded more than 280,000 tickets to deserving young scholars.

H i g h l i g h t s

- 18,000 young scholars received tickets to Indians home games in 1998.
- 19 Indians players and coaches donated their time, effort, and money to worthwhile causes in 1998.

Gregory Drezdzon

A positive impact.

The Indians have also created opportunities for disadvantaged young people throughout Northeast Ohio to interact with Indians players in intimate settings where they

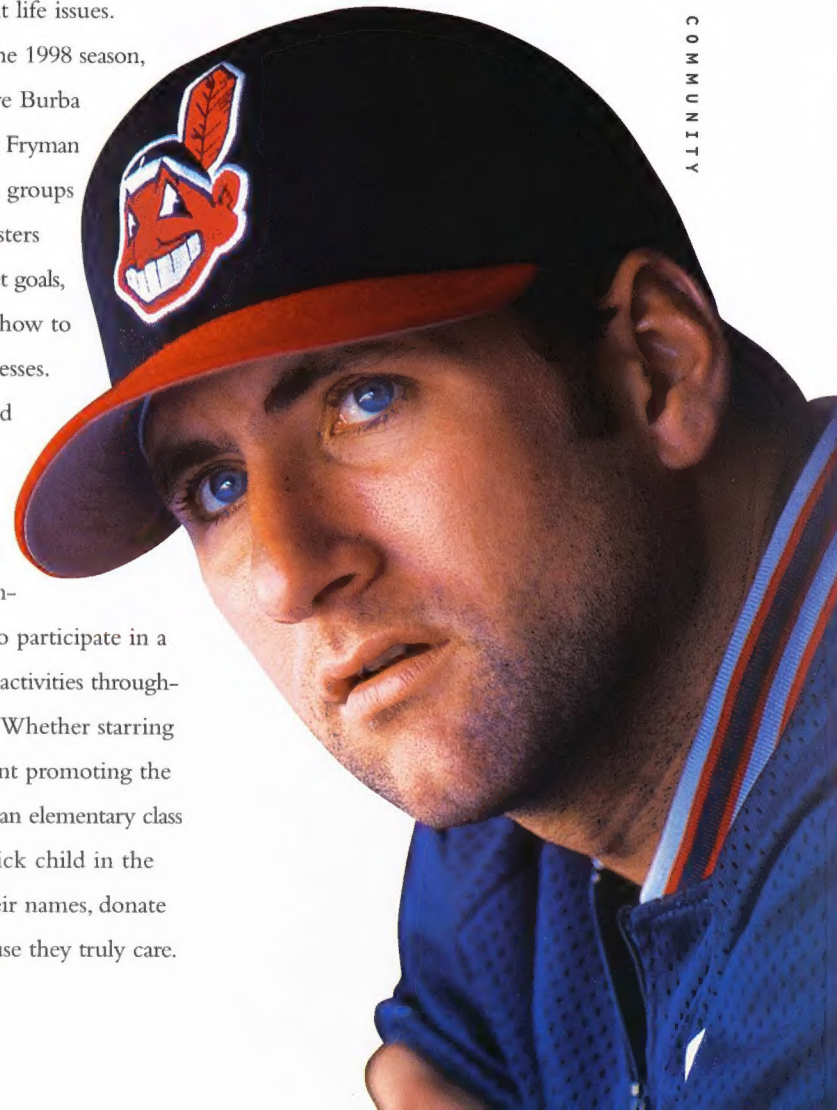
can talk together about important life issues.

During the 1998 season, both Dave Burba and Travis Fryman met with groups of youngsters

and provided insight on how to set goals, how to deal with adversity and how to take responsibility for their successes.

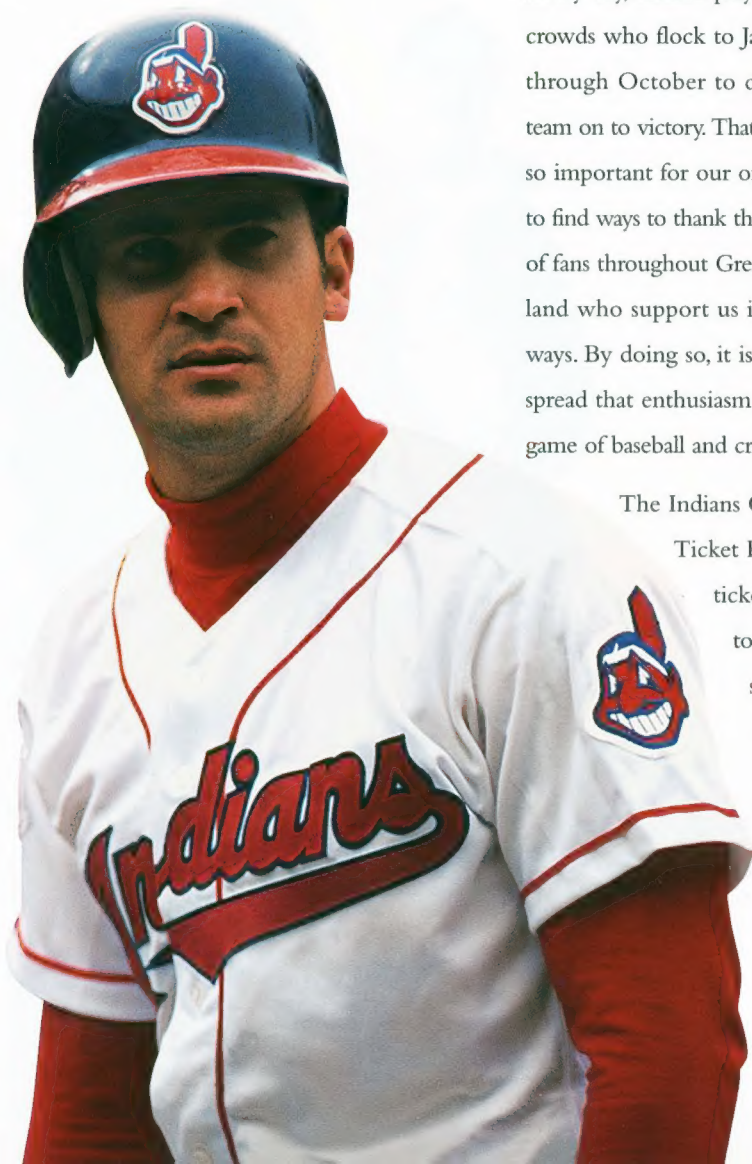
Indians players and coaches realize what a positive influence they can have on the lives of Greater Cleveland's young people, and they take this responsibility seriously. They choose to participate in a number of events, programs and activities throughout Northeast Ohio every year. Whether starring in a public service announcement promoting the importance of reading, talking to an elementary class about teamwork, or visiting a sick child in the hospital, Indians players lend their names, donate money and give their time because they truly care.

REPORT TO THE COMMUNITY



Fostering

REPORT TO THE COMMUNITY



AS FAR AS CLEVELAND INDIANS FANS

are concerned, baseball truly is America's pastime. Every day, Indians players marvel at the sellout crowds who flock to Jacobs Field from April through October to cheer their team on to victory. That is why it is so important for our organization to find ways to thank the thousands of fans throughout Greater Cleveland who support us in so many ways. By doing so, it is our hope that we can spread that enthusiasm for the Indians and for the game of baseball and create new fans along the way.

The Indians Charitable Complimentary Ticket Program distributed 4,500 tickets in both 1997 and 1998 to nonprofit organizations that serve disadvantaged and disabled youths and senior

citizens. The ticket program gives these individuals – many of whom might not otherwise have the opportunity to do so – a chance to experience firsthand the excitement of watching a Major League Baseball game at Jacobs Field.

A love for baseball.

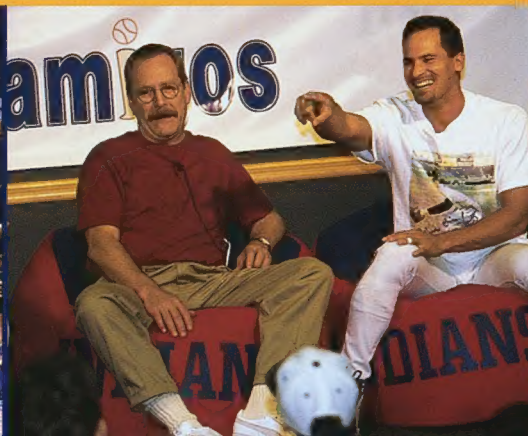
Tours of Jacobs Field, which were first offered in 1994, continue to attract record numbers of fans. In the past two years, not only were more than 60,000 fans treated to a behind-the-scenes look at the ballpark, but more than \$140,000 was raised for Indians' charitable projects. In 1998, the Indians added an educational component to the tours. The Indians partnered with local educators to develop learning worksheets and materials with a baseball theme for area teachers to use in their classrooms.

In 1998, the Indians helped hundreds of fans escape winter by hosting the Cleveland Indians Activity Center at the I-X Indoor Amusement Park and the I-X Winter Carnival. Fans tested their baseball skills by teeing off at a giant replica of the Jacobs Field left field wall and participating in the Home to First running challenge.

Highlights

- 148,115 fans have toured Jacobs Field since 1994.
- The Indians distributed 9,000 tickets to disadvantaged individuals over the past two years.

EXCITED FANS root for their team during the Cleveland Public Schools high school baseball championship, held at Jacobs Field (below left). OMAR VIZQUEL and guest Martin Mull take questions from the audience during the "Omar Y Amigos" show (below right).



» "Everyone who is in a position

like mine needs to set an example and give something back to the community in a positive way.

One of the programs I'm really proud of is "Omar Y Amigos," which is a show I host before Indians home games during the summer. I invite one of my teammates to join me and we let the kids ask us questions, and then I pay for their tickets to the game. You never know what life is like for those kids. This may be their first or their only chance to see a game at Jacobs Field, so I try to make sure it's really special for them. I really enjoy answering their questions, but I also try to guide them in the right direction and tell them to be positive and not give up.

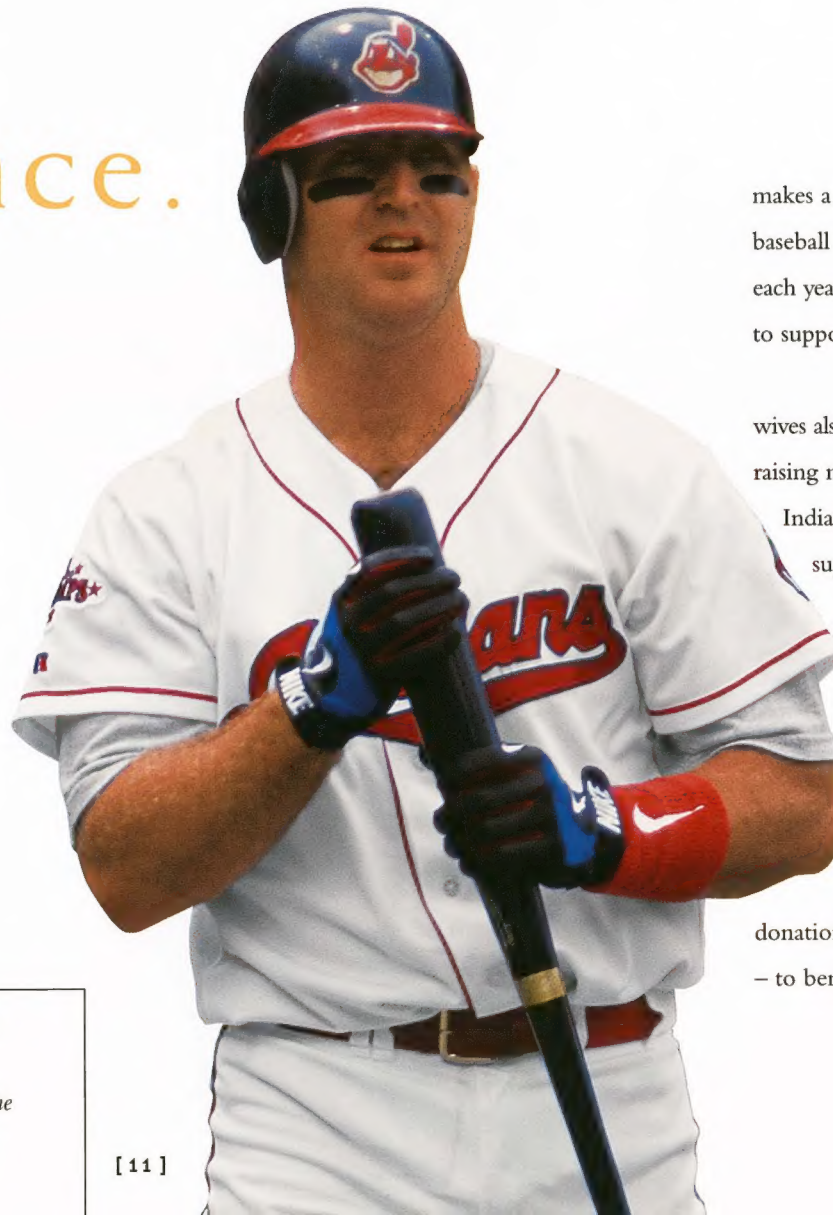
I get involved in the community because I think that is the best way to show my respect and love for the fans."

Omar Vizquel

Paul Assenmacher's support for Rainbow Babies and Children's Hospital are three notable examples of how Indians players make community involvement a top priority.

A difference.

In addition to their individual efforts, the Indians participate in many worthwhile programs that address community needs. For instance, being able to play baseball on a beautifully manicured green field is still just a dream for many area youngsters. For the past three years, the Indians have helped turn that dream into reality by participating in the Field of Dreams program — an innovative community service initiative that provides children with a safe, clean environment in which to play baseball.



The Indians organization also makes a difference by donating thousands of signed baseball bats, balls, jerseys and other equipment each year to a broad base of deserving organizations to support their fund-raising activities.

Like their husbands, the Indians wives also take an active role in the community by raising money for worthy causes. The Cleveland Indians Wives Association's annual quilt raffle supports the Make-A-Wish Foundation of Northeast Ohio, a nonprofit agency that grants wishes to children with life-threatening illnesses. In 1998, the raffle generated \$41,500 for the Foundation. And the Cleveland Indians Wives Canned Food Drive collected 975 pounds of food and \$3,436.50 in cash donations in 1998 — its most successful year ever — to benefit the Cleveland Food Bank.

Highlights

- Five Cleveland Little League baseball fields were refurbished in 1998 as part of the Field of Dreams program.
- Indians players are involved in causes ranging from promoting the arts and education to eliminating hunger and disease.

On winning.

THE CLEVELAND INDIANS WILL CONTINUE

to focus on winning – both on and off the field.

We will continue to support causes and implement programs that have a positive impact on our city's young people, help improve the lives of those less fortunate, and foster an interest in baseball.

We will continue to be a leader in the community and contribute to the quality of life of all those who live and work in Greater Cleveland.



"I think that the programs and charities

the Indians have chosen to support really are making a difference. It touches your heart to see kids whose eyes light up when they're handed a new bat and they step out onto a new baseball field for the first time. And it's encouraging to see so many enthusiastic parents and children experiencing the fun of baseball together at Indians baseball clinics every summer.

I've had fathers come up to me after a game and tell me how much they appreciate what the Indians are doing because it has allowed them to connect with their kids in the same meaningful way they connected with their parents. That's what makes baseball so special, and that's why the Indians' community efforts are so important."

Mike Hargrove

CLEVELAND INDIANS

WINNING AT HOME



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